



2023 ISSUE 3

IRISH MOTOR MANAGEMENT

THE SOCIETY OF THE IRISH MOTOR INDUSTRY



"The Motor Industry remains fully committed to working with Government to help achieve their Climate Action Targets"

Paddy Magee, SIMI President

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BUDGET 2024 ON THE HORIZON



While, to many, the first half of the year may seem to indicate a strong-performing new vehicle market, in reality new car sales are only edging back to pre-COVID 2019 levels, and still remain well behind 2016, the only year in the last fifteen in which we saw a relatively strong market. For the commercial sector, the picture is a bit brighter with Light Commercial Vehicles sales 35.3% ahead of the same period last year and up 14.9% on 2019, while Heavy Goods Vehicle registrations also showed an increase of 33.4% year to date and registrations are up 12.8% on 2019.

Looking at the new car registrations more closely, clearly the one positive has been the performance of electric vehicles. You only have to look at the recent published EPA Report on emissions, which highlights that while transport emissions remain high, the one area of private transport that is driving down emissions is the roll out of EVs, which to the end of 2022 has performed better than Government expectations. This has happened as the Industry and the Government's combined efforts are driving real change; the Industry by offering more and more new EV models; and Government have provided material supports to support the EV market. However, there are concerns; the reduction of the SEAI grant from July 1st and proposed BIK increases, which had been deferred earlier this year, due to come into effect from January 2023.

The Government recently published its Summer Economic Statement, the document sets out their medium-term budgetary strategy and outlines the fiscal parameters within which discussions will take place ahead of Budget 2024. On the basis that inflation is expected to remain high, Government is adjusting its fiscal parameters for Budget 2024, to strike an appropriate balance between the need to provide additional public services and support living standards on the one hand and avoid adding to inflationary pressures on the other hand. An overall budgetary package of €6.4 billion will be presented to Dáil Éireann on October 10th. What this means is that there is money there, and some of it should be used to continue to underpin the EV market, with increased resources for the Department's low emission Office, ZEVU, to support both vehicle incentives and the roll out of a fit for purpose charging infrastructure.

The SIMI and our members remain committed to work closely with Government on the climate action targets, to ensure that the right measures are implemented to encourage positive behavioural changes as quickly as possible. Our primary focus is on Budget 2024. SIMI has been actively engaging with Government and various departments since the start of this year, highlighting the key measures our sector needs in Budget 2024 and beyond, as recently submitted our Tax Strategy Group (TSG) Submission. This will be followed by our Budget submission outlining in greater detail that electric vehicle supports, SEAI purchase grant, VRT relief, all need to be extended until the end of 2025 and the tapering for 0% BIK that was announced in last year's budget should only begin from 2026, with the current threshold levels remaining in situ until that time. While there should be no changes to the VRT rates or Bands for new cars in Budget 2024. The demand curve for EVs is limited, the early adapters have already purchased their EV, and the next level of potential EV buyers will inevitably be more sensitive to the cost of purchasing and running an EV. This is at a time where EV subsidies are being phased out. It

(continued overleaf)



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(continued from page 3)

is hugely important that additional funding is made available for ZEV1 to, at a minimum, maintain the current levels of EV support and to invest in the national charging infrastructure which needs to stay ahead of demand. New measures that encourage corporate fleet sales should be explored.

The creation of a vibrant used EV market at the earliest possible stage will be vital and this can only be done by short-term support for the new EV market, in particular the business sector. We will continue to carry our Industry's budgetary message with the media, in meetings with Government departments, with politicians and other relevant stakeholders. We will engage with members as to how they can assist the lobbying effort over the coming weeks.

Brian Cooke
Director General,
SIMI

New car registrations: up 24% in July and record month for electric cars

232 car registrations for the month of July were up 24% (27,148) when compared to July 2022 (21,904), according to the latest figures from the SIMI. Registrations year to date are up 20.1% (104,641) on the same period last year (87,115). For the month of July 4,161 new electric vehicles were registered compared to 2,729 in July 2022 (+52.47%). So far this year, 18,458 new electric cars have been registered in comparison to 11,175 (+65.17%) on the same period 2022. Petrol retained the largest share at 32.29%, diesel accounted for 22.06%, hybrid 18.04%, electric 17.64%, and plug-in electric hybrid 7.67%. A surge in battery electric vehicles, plug-in hybrids and hybrids now see their combined market share (year to date) at 43.35%. For more details, see Statistics, page 28.

Brian Cooke, SIMI Director General commented: "The new car market for the first month of the 232 registration plate indicates a strong performance, with an increase of 24% on the same month last year. Improved production over the last few months has helped supply catch up with demand, resulting in July new car sales almost matching those of the key selling month of January. The new car market year to

date now stands 20% ahead of 2022 and less than 1% behind pre-Covid 2019. Commercial registrations, both the heavy and light sector, also continue to be well ahead of last year.

"The highlight of the market continues to be the performance of electric cars, with sales in July of 4,161 a record monthly total for EVs. So far this year 18,458 battery electric cars have been registered, an increase of nearly two-thirds on 2022. Improved supply and a greater range of new models available for motorists has supported this momentum behind EVs. The availability of SEAI grants to support positive decision making has been key, and their retention beyond this year, along with other EV incentives, is vital if we want to build on this success."

He added: "Taking a closer look at the EV registration numbers, the main driver of growth is from consumers who do qualify for the grant, and account for over 76% of EV sales. However, there also needs to be a focus on the business market, which without grant support really needs to see the extension of the BIK reliefs in Budget 2024, while investment in the public charging infrastructure is also crucial at this stage."

Ireland's 2022 Greenhouse Gas Emissions show a welcome decrease, but much work remains to be done

- Ireland's greenhouse gas emissions decreased by 1.9 per cent (1.19 Mt CO₂eq) in 2022 driven by higher fuel prices, increased renewable energy, behavioural change and regulation.
- Power generation emissions decreased by 1.9 per cent due to a reduction in coal, oil and peat use and more renewable energy.
- Agriculture emissions decreased by 1.2 per cent driven by reduced fertiliser use which offset the impact of an increase in livestock numbers.
- Residential emissions decreased by 12.7 per cent with the impact of higher fuel prices, new regulations that ban the use of smoky fuel and milder weather evident.
- Transport emissions increased by 6 per cent in 2022 as the COVID rebound continues.

The Environmental Protection Agency (EPA) has published its provisional greenhouse gas emissions for Ireland for 2022. The figures show a reduction of 1.9 per cent compared to 2021, with emission reductions in all key sectors except Transport.

In total, 60.76 million tonnes of carbon dioxide equivalent (Mt CO₂eq) were emitted excluding emissions from Land Use, Land Use Change and Forestry (LULUCF). The report highlights that 47 per cent of Ireland's Carbon Budget for 2021-2025 has been used in the first two years. An extremely challenging annual reduction of 12.4 per cent is required for each of the remaining years if Ireland is to stay within the Budget.

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MAXUS EXPANDS DEALER AND SALES NETWORK



Maxus aims to attract a new cohort of customers who are seeking sustainable and efficient transportation solutions.

Maxus has partnered with motor companies in Waterford and Mayo as it expands its Irish dealer and aftersales network. Kieran Whelton Motors will provide a dedicated sales, servicing, and aftersales services to Maxus customers new and old across the Connaught region, while Sheridan Motor Group in Co. Waterford will offer Maxus customers servicing, MOT testing, repairs and parts. Maxus says both partnerships strengthen its presence in Ireland and reflect its commitment to meeting the growing demand for electric vehicles and the adoption of sustainable transportation solutions.

Speaking about the two new partnerships, Mark Barrett, General Manager of Harris Maxus said: "We're thrilled to welcome Kieran Whelton Motors into our dealer network

and Sheridan Motor Group to our aftersales network. Both establishments are well-respected in their locality and will play a key role in expanding Maxus' presence here in Ireland. We look forward to a long and successful partnership with Kieran Whelton Motors and Sheridan Motor Group in the years ahead."

Maxus believes its decision to expand its dealership and aftersales network is timely, as sales of electric commercial vehicles in Ireland grows, particularly in the eLCV sector. As part of its electric vehicle range, Maxus offers models such as the eDeliver 3 and eDeliver 9 electric vans, the medium-sized eDeliver 7 eLCV, the pioneering T90 EV, Ireland's first fully electric on-road pickup truck, and the world's first all-electric MPV, the MIFA 9. By introducing these premium electric vehicles to the Irish market, Maxus aims to attract a new cohort of customers who are seeking sustainable and efficient transportation solutions.

Maxus offers a comprehensive five-year services commitment to provide businesses with peace of mind. This commitment includes a five-year warranty and five-year roadside assistance as standard, ensuring that customers can rely on Maxus' support throughout their ownership experience. To minimise vehicle downtime, Maxus' dealer workshops operate a 24-hour service, providing 24/7 coverage for drivers and businesses.

BANK OF IRELAND FINANCE ANNOUNCED AS BYD FINANCE PARTNER

Bank of Ireland Finance has been announced as the exclusive finance partner of BYD (Build Your Dreams) – the EV car brand. BYD electric vehicles, established in China in 1995 and recording global sales of almost 1 million purely electric cars in 2022, will be exclusively distributed in Ireland by Motor Distributors Limited (MDL) through their MSL dealerships in Dublin and Cork.

Bank of Ireland Finance's partnership with this car brand will initially see the BYD ATTO 3 on sale in MSL garages, while the BYD Dolphin will also be available for purchase in the coming months. BYD cars bring high tech, sustainable mobility solutions (and blade battery technology) to Irish customers, with sales figures in Ireland from the first quarter of 2023 revealing that new fully electric or plug-in hybrid electric vehicle sales bypassed diesel car sales for the very first time. The new BYD partnership comes at a time when Bank of Ireland continues to make sustained progress across its



Pictured recently at the MSL dealership on the Navan Road in Dublin to mark the launch of the partnership are: Paddy Finnegan – CEO of MDL; Bernard Byrne – Brand Manager at BYD; Ciaran Allen – Sales Manager at MDL; Derek McDermott, Managing Director, Bank of Ireland Finance.

Environmental, Social and Governance (ESG) pillars. BYD has been the best-selling manufacturer of electric cars in China for many years, and its entry into the Irish market marks a notable shift for EV consumers in terms of choice, value and range as the Government promotes its target of having 945,000 electric vehicles on our roads by 2030. Speaking at the launch of the BYD

partnership, Derek McDermott, Managing Director at Bank of Ireland Finance said: "This is a very exciting development for Bank of Ireland Finance, and we look forward to working with BYD and enhancing our existing partnership with MDL in ensuring that the BYD brand becomes quickly recognised here as a leader in the EV field."

HUTTON & MEADE DRIVING SUSTAINABILITY FORWARD



Hutton & Meade Ltd, the Hyundai dealership based in Ballycoolin, Dublin 15, in partnership with Pinergy SolarElectric, has been granted an energy export connection to the grid, through ESB Networks Mini Generation process.

Pinergy SolarElectric recently installed 165 solar PV panels, 65.6 kWp, on the roof top of Hutton & Meade's premises, completing an export connection, which will now enable Hutton & Meade to take advantage of the Micro-generation Support Scheme (MSS). The Micro-generation Support Scheme (MSS)

is a Government support scheme which provides a range of supports to assist homes and businesses to develop renewable generation for self-consumption.

The granting of the export connection to the dealership is a significant step in creating opportunities for commercial property owners across Ireland to reduce their need for energy from the grid and create opportunities to export and sell their excess energy. Export connections are commonplace in many other European countries.

Speaking about the Solar PV

installation, Jonathan Meade, Director of Hutton & Meade said: "We are very excited to finally have Solar PV installed on the roof of our building here in Dublin 15. This marks a big step in our sustainability journey, enabling us to utilise renewable energy. We are seeing the impacts that rising energy costs are having on our business, and this is one of many steps to bring these spiralling costs back into line. It makes good business sense to invest in our future, as we endeavour to become more energy efficient and sustainable in the months and years ahead."

CONTACT-AFTER-RETIREMENT (CAR) - CHANGE OF SECRETARY



Naoise Kennedy.

Naoise Kennedy is taking over the role as Secretary of CAR – Contact-after-Retirement. Naoise is a new recruit to CAR as he is just retiring after almost

50 years in the IT industry - most recently in the international insurance sector.

Naoise has had a lifelong interest in the motor industry and is an avid attendee at national rallies & F1 - in addition to GAA and rugby events - and will be planning a number of events with the CAR committee over the coming weeks.

Pat Naismith formerly of Autocars, has been Secretary of CAR for the last 10 years and has given great service to the organisation as he set up the CAR website.

Contact-after-Retirement was founded by Robert Prole after he retired as Secretary of SIMI in 2002. Robert is still active on the CAR committee. CAR is a social grouping of mainly retired people who have been involved in the motor trade or in businesses related to the

industry. It arranges trips to interesting locations, usually including a lunch so that people can meet and talk. Many of its past outings are recorded on its website, contact-after-retirement.com.



Pat Naismith.

FORD OPENS COLOGNE EV CENTRE

Ford has opened the Cologne Electric Vehicle Centre, a hi-tech production facility in Germany that will build Ford's new generation of electric passenger vehicles for millions of European customers.

Ford has transformed its plant in Niehl, Cologne – first founded in 1930 – as part of a US\$2 billion investment. The Cologne EV Centre will be Ford's first carbon neutral assembly plant to open globally and supports the company's commitment to reach carbon neutrality across its entire European footprint of facilities, logistics and direct suppliers by 2035.

"Opening the Cologne EV Centre is the start of a new generation of clean manufacturing and electric vehicles in Europe," said Bill Ford, Executive Chair. "This facility will now be one of the most efficient and environmentally responsible plants in the entire industry. I am thrilled to continue working toward a zero emissions future for our children and grandchildren."

Federal Chancellor, Olaf Scholz said, "The Electric Vehicle Centre represents a



Benjamin Gruschka, Chairman of the Works Council; Federal Chancellor Olaf Scholz; Bill Ford, Executive Chair; and Martin Sander, General Manager, Ford Model e, Europe.

fresh start and is the largest investment in the company's history at the Ford plant in Cologne. This is good news for Cologne, for the auto industry in Germany, for e-mobility and for the new era."

"The carbon neutral Cologne EV Centre is a leading automotive industry showcase for the switch from traditional auto manufacturing to electric vehicle production," said Martin Sander, general manager of Ford Model e Europe. "The

facilities and processes have been designed by our engineers to maximise efficiency and minimise environmental impact, helping Ford become carbon neutral in Europe and supporting our global decarbonisation plan."

With an annual production capacity of 250,000 EVs, the new EV Centre supports the company's global plans to reach a run rate of two million EVs annually by the end of 2026.

ELECTRIFYING IRISH ROADS

A panel discussion event entitled, 'Electrifying the Irish Roads: Opportunities and Challenges for Electric Vehicles in Ireland', was held at the Clayton Hotel Burlington Road in Dublin recently.

Aoife O'Grady, Head of Zero Emission Vehicles Ireland (ZEVI), was joined on the panel by: Kieran Campbell, Market Lead, Polestar; James Atkinson, Client Innovation Manager, Accenture; and Ciaran Gallagher, Head of Smart Energy Services, ESB. The discussion on the current status of the EV landscape in Ireland was chaired by Kristen Brown, Director of Future Energy Systems, Schneider Electric UK and Ireland.

Topics covered included: the need for better charging infrastructure, the development of EV supply chains and the rollout of electric fleets. The event took place as part of the Schneider Electric Ireland



Pictured at the recent panel discussion on the EV landscape in Ireland, organised by Schneider Electric, were: Kristen Brown, Director of Future Energy Systems, Schneider Electric UK&I; Aoife O'Grady, Head of ZEVI; Kieran Campbell, Market Lead, Polestar; James Atkinson, Client Innovation Manager, Accenture; and Ciaran Gallagher, Head of Smart Energy Services, ESB.

Innovation Day, an all-day event that brought together speakers from different industries to discuss energy management and efficiencies, and share best practices on sustainability

and decarbonisation.

Chris Collins, Country President Ireland, Schneider Electric UK&I, shares his insights on strategic EV infrastructure priorities on page 30.

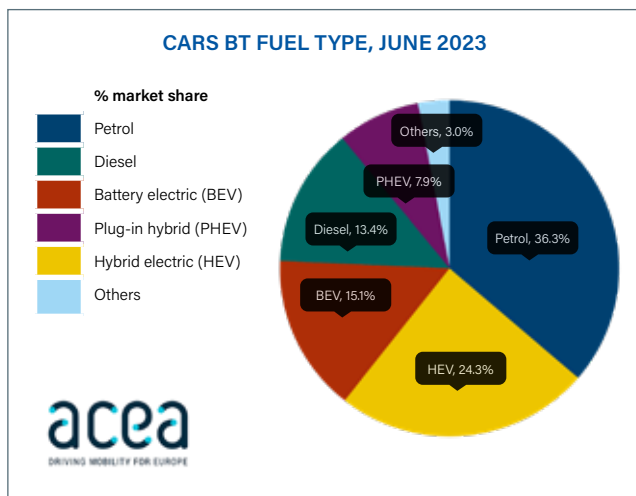
EUROPEAN NEW CAR REGISTRATIONS: +17.8% IN JUNE, BATTERY ELECTRIC 15.1% MARKET SHARE

In June 2023, the EU car market grew by 17.8% to 1 million registered units, according to figures released by the European Automobile Manufacturers' Association (ACEA). This growth can be attributed to the region's rebound from a low comparison base last year, primarily driven by vehicle component shortages.

Except for Hungary (-1.4%), all the EU markets grew, including the four largest: Germany (+24.8%), Spain (+13.3%), France (+11.5%), and Italy (+9.1%).

In the first half of 2023, new EU car registrations increased significantly (+17.9%), reaching 5.4 million units. The recent improvements indicate that the European automotive industry is recovering from supply disruptions caused by the pandemic. However, cumulative volumes are 21% lower compared to 2019. Most of the region's markets grew significantly in the first six months of 2023, including the four largest ones: Spain (+24.0%), Italy (+22.8%), France (+15.3%), and Germany (+12.8%).

Fuel types of new cars



In June, the battery-electric car market share surged from 10.7% to 15.1%, overtaking diesel share for the first time. Hybrid-electric cars remained the second-most popular choice among new car buyers, representing 24.3% of the market. However, petrol cars retained the largest share, accounting for 36.3%.

Electric cars

In June, new registrations of battery-electric cars in the EU increased by a significant 66.2%, reaching 158,252 units. This resulted in a market share of 15.1% (up from 10.7% in June 2022) and positioned battery-electric cars as the third most popular choice among new car buyers, overtaking diesel for the first time.

New hybrid-electric car registrations surged by 32.4% in June, reaching 254,100 units. In June, the EU market for new plug-in hybrid cars rebounded, with registrations increasing by 13.4%.

PASSENGER CAR REGISTRATIONS IN THE EU



+17.8% in June

+17.9% 6 months into 2023

acea
DRIVING MOBILITY FOR EUROPE

Petrol and diesel cars

June also saw the EU petrol car market grow 11%, totalling 379,067 units. However, the market share decreased to 36.3% from 38.5% in June 2022.



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LOCAL MOTOR DEALERS ANNOUNCE PLANS FOR A LETTERKENNY MOTOR SHOW

Eleven local Motor Dealers are delighted to announce that planning is well underway for a motor show to take place in the heart of Letterkenny this October. The one-day event will showcase the new vehicle range from local franchise motor dealerships, comprising of 20 marques. Its aim is to improve the new car buying experience by using one location to offer greater choice to customers and ease of access to a large range of cars. There will be over 80 different new vehicle models on display.

The participating local Motor Dealers are – Connolly Motor Group (Volkswagen), Divers Hyundai, McGinley Motors (Mazda, Peugeot, Volvo, and Land Rover), Hegarty's Ford Letterkenny, iMotors Letterkenny (Kia and Nissan), Highland Motors (Renault, Dacia, Honda, and Citroën), Manor Motors (Opel), Kelly's Toyota, Brownes Cars Milford (Suzuki), Maxus Donegal (Maxus and SsangYong), and DMG Motors (Seat and Skoda).

"Following the success of the Drogheda, Kilkenny and Wexford shows we realised that an event in Donegal would be of benefit to everyone locally too. It's a great opportunity for car buyers to see a large, varied range of vehicles in one place and on one single visit. It makes sense to bring the



show to Letterkenny and all the team at First Citizen Finance is looking forward to supporting the local motor dealers as they plan for October," said Daniel Carlin, local representative from First Citizen Finance, a key sponsor for the upcoming show.

Organisers are working with Donegal County Council, An Garda Síochána, Letterkenny Chamber of Commerce and other stakeholders in the community to ensure the occasion is a huge success.

NORTHGATE AMONGST THE FIRST TO WELCOME CITAN VAN



Fergus Harmon, Northgate Vehicle Hire sales & marketing director (Ireland) (right), pictured taking delivery of a number of recently launched, new-to-Ireland, Mercedes-Benz Citan vans. With him is Mercedes-Benz commercial vehicles national fleet manager, Jason Mulcahy.

Irish van hire specialist, Northgate Vehicle Hire are amongst the first in the country to boost their commercial vehicle fleet with the addition of a number of recently launched, new-to-Ireland, Mercedes-Benz Citan vans.

Supplied by Motor Distributors Limited, all units will go into service for rental to their commercial customers. Marking the entry by Mercedes-Benz in Ireland into the 1-tonne panel

van segment, the 4-cylinder, 1.5-litre turbodiesel Citan 110 panel vans, complete with PRO specification, feature an array of safety and driver assistance elements drawn from other models in the Mercedes-Benz passenger car range. Headquartered in Dublin, and with branches in Cork, Limerick and Belfast, the firm operates a fleet of over 4,500 vehicles.

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ALFA ROMEO DOUBLES EUROPEAN SALES IN BUMPER SIX MONTHS

Alfa Romeo has posted dramatic sales increases in each of its core markets in the first half of 2023, hailing the uptick as a 'consolidation of clear, steady growth'.

While the brand acknowledged that '2023 is proving to be complex and full of global variables that pose a challenge', it boosted registrations significantly in Europe, China, the Middle East and Africa for a global hike of 57%.

Sales in Europe, most notably, doubled year-on-year. Alfa Romeo has not published a detailed breakdown of sales per model, but the introduction of the new, hybridised Alfa Romeo Tonale crossover has contributed to that increase.

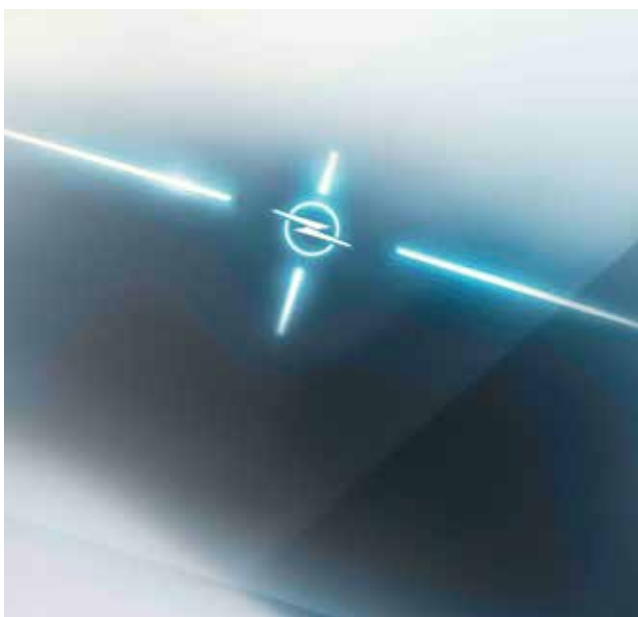
Meanwhile, in China, the brand is also enjoying a resurgence, recording a 35% increase in Alfa Romeo Giulia sales from January to June, and a 94% overall sales increase in May alone. Alfa Romeo CEO Jean-Philippe Imparato said: "The results for the first half of the year vindicates the work done by the entire team. We are achieving the goals we set for ourselves with great humility and self-sacrifice. The discipline with which we are pursuing our strategy is based on the desire to establish ourselves as a leader in the premium sector in terms of quality, and the awards we have received are the proof of that."

"We're therefore maintaining our passion and determination to ensure that 2023 ends with results that remain on track and become even better than an extremely positive first half of the year."

CITROËN ANNOUNCE DETAILS OF NEW ë-C4 X ELECTRIC MODEL

Citroën have announced details of their new ë-C4 X Electric. The vehicle is a new offer in Citroën's range, introducing an alternative to the classic mid-size sedan and SUV models. It provides a range of up to 360 km (in WLTP cycle) with a 100kW motor and 136 hp output. Citroën claims that the ë-C4 X Electric stands out through its on-board comfort thanks to the Citroën Advanced Comfort® programme. In a first for Citroën, this model will launch exclusively in an all-electric powertrain in Ireland with petrol and diesel models set to arrive later this year. First electric models are now available to test drive for the upcoming 232-registration period. Colin Sheridan MD of Citroën Ireland said: "Building on the strengths of C4, Irish Medium Car of the Year and our best-selling model in 2022, we are thrilled to launch all-new ë-C4 X. This model not only expands Citroën's electric offering, though it provides further choice to customers seeking larger boot space, extensive comfort, and an electric range suitable to all needs. Better yet, we will see petrol and diesel models arrive later this year, allowing further benefits to private and fleet customers." C4 X Petrol and Diesel powertrains are due to arrive in authorised dealerships late 2023, with prices starting from €39,967 or from €368 a month with 3.65% APR finance.

OPEL UNVEILS NEW ICONIC BLITZ EMBLEM



Sitting proudly at the centre of the Opel VIZOR brand face, the lightning bolt, or 'Blitz' in German, is closely associated with electricity, the ideal emblem to symbolise Opel's electrified range.



Opel has revealed a new interpretation of its emblem, the 'Blitz', which will feature on its new models from

2024. The Blitz will continue to form a central element of the Opel Compass, unveiled first on the multi-award winning Mokka and introduced since on the Grandland, Astra, and forthcoming new Corsa.

Mark Adams, Vice President design, said: "The 'Blitz' is the icon for our Bold and Pure philosophy. The sharpened, confident new 'Blitz', intersects the pure supporting ring, giving our iconic emblem a progressive, modern look. It is positioned proudly at the centre of our compass, which is our key graphic design principle. The compass is the backbone of our front, rear and interior design elements."

Florian Huettl, Opel CEO, said: "Our 'Blitz' is more relevant than ever before. It not only symbolises our commitment to the democratization of innovation and mobility but also conveys our commitment to becoming a fully electric brand in Europe by 2028. This year, we will already have 15 electrified models in our portfolio and can proudly say that Opel is electric."

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MAZDA START MASS PRODUCTION OF MX-30 E-SKYACTIV R-EV



Mazda Motor Corporation has started mass production of the Mazda MX-30 e-Skyactiv R-EV1 for the European market at its Ujina Plant No. 1 in Hiroshima. The MX-30 e-Skyactiv R-EV is Mazda's first mass-production vehicle with a rotary engine in 11 years since the Mazda RX-8 was discontinued in June 2012. Mazda has cumulatively produced over 1.99 million rotary engine vehicles.

The MX-30 e-Skyactiv R-EV has a compact, lightweight internal combustion engine that drives a generator that either charges the battery or provides additional power if needed. The vehicle is always driven by the electric motor.

While the MX-30 e-Skyactiv R-EV's 85 km battery electric driving range is sufficient for most daily driving needs, the rotary engine extends the driving range if needed. The MX-30 e-Skyactiv R-EV is a vehicle for customers who would like to drive electrically most of the time and travel longer distances occasionally without range anxiety.

The original MX-30 e-Skyactiv EV2 was introduced in 2020 as Mazda's first mass-production battery electric vehicle. Now the MX-30 e-Skyactiv R-EV adds a unique plug-in hybrid option to the lineup.

The MX-30 is part of Mazda's approach to move towards carbon neutrality. Natural products like cork and fabrics made from recycled material were adopted in the design process.

SUZUKI SCORES IN RELIABILITY SURVEY

Suzuki is celebrating some good news from the results of the 2023 What Car? Reliability Survey, in which over 25,000 readers reported on their car ownership experience between six and 20 years old.

Of the 30 car brands measured, Suzuki ranked first place in the league table with a score of 94.7 per cent. Owners were asked if their car had suffered any faults over the last two years, how long the repairs took as well as how much it cost. The good news continued with two Suzuki models ranking well inside the top 10 most reliable models. Vitara (2015-present) ranked the second most reliable car in the small SUV category with a score of 99.3 per cent with only six per cent of owners reporting any faults with their car. Most importantly, all cars could still be driven, and were repaired on the same day. The Swift model (2010-2017) followed very close behind at 98.1 per cent.

Since April 3rd, Suzuki introduced its Service Activated Warranty, which is offered once the car or motorcycle reaches the end of its manufacturer warranty period and is booked in for its next scheduled service within the Suzuki Dealer network. This warranty stays in place until the next qualifying service and is then renewed again up to a maximum vehicle age of seven years / 100,000 miles for cars or 70,000 miles for motorcycles - whichever comes first.



NEW BRIDGESTONE TURANZA 6 PROMISES UNRIVALLED WET PERFORMANCE

Bridgestone, a leader in tyres and sustainable mobility solutions, has announced the launch of its new flagship summer touring tyre – the Bridgestone Turanza 6. The premium tyre promises best-in-class wet performance to help keep drivers safe on the road, while also providing enhanced sustainability through superior mileage and improved fuel/energy efficiency. The new Bridgestone Turanza 6 is designed to give drivers control and confidence in stressful and unforeseen conditions, including on a rainy day.

Developed and manufactured in Europe, the Bridgestone Turanza 6 will be available across the region from January 2023 in a wide coverage; 136 sizes, from 16" to 22", in the replacement summer line-up for both passenger cars and on-road SUVs. This increases coverage in demand with 34 new

sizes, with a focus on the high-rim diameter segment.

Commenting on the Bridgestone Turanza 6 launch, Emilio Tiberio, COO & CTO of Bridgestone EMIA said: "We're delighted to introduce our latest class-leading tyre, the Bridgestone Turanza 6, which was developed using ground-breaking technologies to provide our customers with a safe, sustainable and efficient tyre that performs when they need it most. We're particularly proud of the Bridgestone Turanza 6's wet-weather performance, giving drivers control and confidence in the most demanding conditions, even on the rainiest days."

In the coming months, Bridgestone will reveal several partnerships with leading car manufacturers that have chosen custom-engineered Bridgestone Turanza 6 tyres as original fitments for their new car models.

The road ahead for EVs, supply chains and more



Paddy Magee, Country Operations Director of Renault Group Ireland, was elected President of the Society of the Irish Motor Industry (SIMI) in May. Here, he talks about what he'll focus on as President, the 'green transition' and the state of the Industry.

First orders of business

Paddy has a busy tenure ahead, as new President of SIMI. From the start, he wants to focus on building the industry's progress in the green transition.

"My focus will be on continuing the work already undertaken in helping to position the Motor Industry as a leader and enabler of the green transition," he says. "The Motor Industry remains fully committed to working with Government to help achieve their Climate Action Targets. The industry is playing its part in the electrification process, and we need to build on the momentum already in the marketplace, with the right economic and taxation environment to support the uptake of new zero and low emissions vehicles.

"We are already starting to see a reduction in EV support. SIMI's primary focus is on Budget 2024 ensuring EV incentives/supports are maintained, no VRT/VAT increases and to see the BIK's recent reliefs extended for the foreseeable future. Company vehicles play a key role in helping to escalate the transition of electrification of the fleet.

By increasing the number of new vehicles, we can also help supply the used EVs market in the future.

"New Technology means upskilling our workforce and fostering/recruiting new talent into the industry," he says. "We are experiencing a shortage of skilled employees and apprentices like many sectors. SIMI has a continued focus on encouraging young people to choose a motor apprenticeship and to look at all the career opportunities available in our sectors."

Consumer power

Paddy believes that perception is a key factor in bringing consumers on board for all things EV. "How a consumer perceives electric vehicles will ultimately determine if they purchase an EV," he says. "We are asking consumers to change their buying behaviour from the traditional ICE vehicle to a new technology. Organisations must ensure that their vehicles are perceived in a positive light: from the output of information, right through to the interaction with the product itself, it is vital that a positive perception and connection

is formed with the customer to help influence that change. Consumer confidence is key to change and while we are seeing great momentum from sales, we must build on this to guarantee a strong supply of affordable EVs for customers and to assist the State in optimising reductions in transport emissions. Incentives for EVs should be frontloaded between now and 2026 to optimise their uptake into the national fleet." The Government, naturally, has a part to play as well.

"The Climate Action Plan (Cap21) sets out specific ambitious targets with regards the electrification and emission reductions," says Paddy. "The Industry is committed to working with the Government and all stakeholders as we make the transition to electrification.

"SIMI released its own four-point plan 'Reducing light fleet carbon emissions to achieve Government targets,' which reviewed global best practice, existing Irish practice, and potential future options to accelerate the achievement of emissions reduction targets and increase the uptake of zero emissions vehicles in line with the ambitions of the Irish Government. The report outlines several recommendations where Government support is required. It identifies the need to deal with this older legacy fleet and, of equal importance, the urgent need to create a second-hand electric vehicle fleet. It also recommends investment in a public charging infrastructure diversifying the distribution of fast charge points across the country to ensure charging installations support a complete and robust network."

Paddy is concerned about incentives already reducing, just as the move to EVs is gaining momentum. "We have already seen a decision to reduce the electric vehicle car grant for July," he says. "While we recognise incentives cannot remain in place indefinitely, we have cautioned about removing them at this early stage. There is still a significant basket of incentives for EV buyers, including ongoing purchase and home charger grant support, VRT relief for many EVs, as well as low annual road tax. We need to maintain these supports to encourage the purchase of new electric vehicles as this technology is still more expensive to produce than the ICE equivalent. The reversal of the Government's temporary change to the Benefit-in-Kind regime for the current year was welcomed, and this enhanced threshold needs to be extended out beyond this year to encourage the company car EV market. While investment in charging infrastructure must also stay ahead of demand, such investment must be in addition to, not instead of, the supports for EV car purchases."

EVs and the used cars shortage

For many consumers, cost is a barrier to EVs. And, across the entire industry, there's a shortage of secondhand vehicles (both electric and ICE). "The creation of a second-hand market is of utmost importance as everyone should have the opportunity to join the electrification journey," says Paddy. "Most car owners are used car buyers and the creation of a vibrant used EV market at the earliest possible stage will be vital. This can only be done by short-term support for the new EV market. In particular the business sector which will in turn feed supply to the used market. New measures that encourage corporate fleet sales, employers and employees



to go electric should all be explored. Businesses generally change their vehicles every two or three years, and these are traded in as used stock. Extending the current €45,000 0% threshold on BIK will help increase the number of EVs in the national fleet, which then will be traded into used car stock."

Plugging into infrastructure

Ireland has several advantages when it comes to EVs and greener driving: specifically, it's a relatively small island nation, with many driveways per-capita.

"Ireland is a small country geographically, and the profile of residential properties having a large number of houses with driveways allows for home charging," agrees Paddy. "Home charging is the backbone of our charging infrastructure and will provide for many the vast majority of their charging needs. The Government's decision to expand the home charging grant to all residences shows foresight in preparing for greater electrification of the national fleet in the coming years. "For those who don't have the option of home charging, or undertake long distances for work, we will need significantly more fast chargers particularly on motorways and national roads. It is important that we ramp up this investment in our charging infrastructure both publicly and privately, to match the accelerating growth in EVs on the road. Increased funding by the State in the national charging infrastructure, particularly in parts of the country where charging may not be commercially viable, will help allay range anxiety concerns and encourage more motorists to look at an EV. However, this increased investment must not be at the expense of purchase supports, which are essential also to encouraging the behavioural change required to convince more consumers to go electric."

The transition from ICE to EV

The majority of cars on the road continue to be internal combustion engine (ICE) vehicles: "Over 2.2 million vehicles in our national fleet are ICE," says Paddy, "with an average age of 9.3 years old and increasing each year. Transitioning a significant part of the fleet to electrification is a necessary and ambitious challenge. The climate action plan sets out key metrics, the first is to have 175,000 EVs by 2025 and the second is 845,000 EVs by 2030.

"While we look set to achieve the 2025 target, 2030 will be a lot

more challenging, as annual sales will have to rapidly increase over the next six and a half years in a market that hasn't achieved anywhere close to normal sales for a number of years. The European Parliament has agreed that all new cars and vans registered in Europe will be zero-emission by 2035, meaning that new cars sold from 2035 on will be electric, while the Government's Climate Action Plan remarks that no NCT Certificate will be issued for non-zero emissions cars post-2045. Therefore, ICE vehicles will be on our roads up to 2045, as it will take some time to transition the entire national fleet."

The global supply chain

Paddy believes that global supply chain issues will ease: "The conflict in Ukraine added further strain to global logistics causing widespread disruption to supply (where some vehicle parts are manufactured) and trade routes. Global political unrest, increases in oil prices, and labour shortages have also contributed to supply chain issues. For the Automotive Industry, the supply chain is crucial for car makers to ensure that they get the right parts at the right time to deliver their cars to the customers. In 2023 we have seen some easing in supply difficulties, resulting in improvements in delivery times. As manufacturers have had to adapt to disruptions, finding alternative solutions and routes to market, we would be hopeful that supply chain conditions are improving."

Benefits of SIMI Membership

For Paddy, involvement with SIMI started with a recommendation from a colleague. "It was my great friend

and colleague Ger Hendrick who pushed me to be more involved with SIMI," he says. "When I took over the Renault Group in 2013, I joined the Manufacturers committee, which I really enjoyed. After becoming Chairperson of that committee, I was then delighted to join the SIMI Board. The people within the Motor Industry across all sectors are what makes it so special for me. Becoming SIMI President has definitely been one of the proudest moments of my career and I would like to thank my wife Claire, my two girls Katy May and Rhona, all my colleagues within the Renault Group, The Renault group Dealer Network and indeed all my close friends within the Industry for their support. "The SIMI logo above your door, is a symbol that your business is part of a reputable Industry, where you have pledged to maintain your business to the highest standards of ethics, integrity and professionalism in the way you operate your business. The SIMI logo provides reassurance to both your customers and others you conduct business with. Paddy adds: "One of the most invaluable benefits to members is the work SIMI does in representing our industry both at Government and European levels. Through the Society, we have a dedicated voice to share the opinions of our Industry. SIMI lobbies on behalf of the industry to create a better economic and legislative climate for member businesses. The Society also offers a variety of services, taxation advice, vehicle statistical services, HR advice, Industry information and Industry specific training courses, consumer legal advice, an insurance scheme and much more."

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ARC continues its rise



Accident Repair Centre was named Bodyshop of the Year at this year's SIMI Irish Motor Industry Awards.

ARC, based in the Cookstown Industrial Estate in Tallaght, Dublin, has consistently performed well in the SIMI Irish Motor Industry Awards. ARC proprietor Owen Cullen believes that the main drivers of this success has been the hard work by his team, along with consistent investment in the development of the business.

He comments: "In the past ten years, we have invested heavily in the business and we took a lot of time and put in a lot of hard work to ensure that the expenditure was targeted at real innovation. Innovation that would deliver the highest quality service for our customers and a viable return for the business."

A constant focus on new developments in bodyshop equipment and services drives Owen's approach to the business and led to a milestone expansion in 2018 when ARC effectively doubled its capacity and increased the footprint of the business to 30,000 square feet, building a bespoke, custom-designed bodyshop.

Taking more than five years to deliver, from conception to completion, the new facilities were the result of a careful blend of knowledge, technology and attention to detail: "That dedication and focus has meant we implemented an almost seamless repair process and produced a level of innovation that was a first for Ireland"

ARC was transformed into a facility that could deal separately with the fast repairs that constitute 80% of bodyshop work

and the 20% that requires structural repairs or heavy panel work. "The twin facilities have enabled our team to deliver greater efficiencies and provide the attention to detail that every customer and car deserves."

Focused research

The transformation of the business came about only as a result of Owen's in-depth research over several years. He travelled regularly to Northern Italy to study the latest technologies and processes, to see what the most innovative bodyshops there were developing. He had the opportunity to visit businesses that were using the most up-to-date equipment to remarkable effect. "Mixing and matching these different technologies and processes helped me design our own bespoke bodyshop, built to suit our precise needs." Owen's research made it clear that ARC needed to target the maximisation of its efficiency and profitability: "That's been a critical factor in the success of the business. Management and control of those two pillars are more important than ever today."

Fulfilling ARC's potential

In Owen's view, the benefits of the 2018 transformation are only now being fully realised by the business: "There was a sense in which we were finding our feet in the initial years and then navigating the business through the pandemic. It's really in the past year or two that we've begun to operate at

the level I'd originally envisioned. Demand is high. We are incredibly busy and we have the state-of-the-art facilities and highly trained personnel to deal with it.

"Looking to the future my biggest concern will be finding staff to satisfy increasing demand. The problem is trying to encourage young people into the trade. I think it's important the bodyshop sector as a whole looks at new ways to attract people to an industry that has great opportunities. As part of that, it's vital to provide suitable candidates with a strong training infrastructure."

Training for change

Staff training is a top priority at ARC, according to Owen. Innovation in training is as vital as in any other part of the business, he says. "Automotive technology is constantly changing and evolving. The best example of that at the moment is the transition to zero emission and EVs. This part of our business has expanded considerably. At any given time, 25% of the cars we are working on are EVs.

"From the body repair point of view, safety practices and a structured approach to every aspect of vehicle handling, is a key aspect of working on EVs. Every single staff member in ARC, be it front-of-house receptionist, spray painter, driver or estimator, must complete EV training. From the instant an EV arrives on the premises, we have a detailed step-by-step process of managing and handling the vehicle and everyone's trained in depth on the particular role they play in the process."

Owen says that ARC continues to invest consistently in technology and training: "This investment will not just continue, it will intensify. The automotive industry is changing rapidly all the time and we want to keep pace with the latest developments."

Three-in-one

ARC has continued to expand significantly in the last couple of years. With the establishment of its own alloy repair centre in addition to its fast repair and structural repair facilities, it is now effectively three bodyshops in one.

"Vehicle refurbishment, paint repairs etc, is an important part of our business and in the past we subcontracted the refurbishment of alloy wheels. In November 2021, we took that work in-house with the establishment of our own Alloy Repair Centre. This allows us to provide a one-stop shop for all refurbishment requirements and enables us to provide a more streamlined, comprehensive and faster service."

Sophisticated equipment

ARC prides itself on its deployment of the latest technologies to provide the best results for the customer. For example, USI Italia Chronotech is a sophisticated spray booth which is designed to deliver extraordinary performances in painting and baking services for vehicles. USI Italia Chronotech aims to provide automated management of the painting and baking processes, eliminating human error and optimising efficiency. Owen says: "USI Italia booths have the shortest flash-off and curing times on the planet. Additional drying tools such as blowers, IR or compressed air heating systems aren't needed. USI booths feature shorter curing times, coupled



with the highest flow rate available anywhere, provided by the exclusive turbofan system. The energy savings are significant, particularly in the context of energy prices for the last while, and the results are exceptional"

Approved repairer to leading manufacturers

The calibre of ARC's clientele, including leading insurance companies, as well as its status as approved repairer for several of the world's leading car manufacturers like Toyota, is a testament to the quality of its work. ARC's objective is to consistently grow its prestige manufacturer approvals. Owen explains: "We are currently completing an audit process with another leading manufacturer with whom we hope to become an approved repairer in the near future. Our aim is to continue to develop our approved repairer partnerships with leading brands.

"We built our business based on our reputation for quality and service, working very closely with insurance companies and leading manufacturers. We are proud of our approved repairer status and we are annually audited by these manufacturers to ensure that the highest possible standards of workmanship are delivered."

Founded by Owen in 1992 in Baggot Lane, Dublin, ARC has successfully navigated changing economic and market conditions for more than 30 years and through it all, its core principle has remained the same: "Customer satisfaction has always been our key objective and, whether that customer is an individual, a manufacturer or an insurance company, each vehicle is returned to its owner as though it has just come off the production line. This is the commitment that has always formed the basis for our approach and it will continue to drive the business as we address the challenges of the current business environment."



Aftersales are the foundation of Blackstone's success

Blackstone Motors were announced as winners of Franchise Aftersales Operation of the Year at this year's SIMI Irish Motor Awards. Their ongoing success is built on the principle of industry-leading aftersales services.

It's fair to say that aftersales service is baked into Blackstone's business plan from the get-go. Noel Stewart, Managing Director, Blackstone Motors, says: "When we start the new year financial budget planning of the business, we start with aftersales and build the business around its performance. Our aftersales business model is based on a strong management of labour utilisation and productivity, offering a high level of customer service and maximising the sales potential within each job that enters the dealership.

"We operate a business intelligence reporting system that presents live daily labour and parts sales performance along with expected budget performance. This means we have transparency in time with the service and parts departments performance for the month to date, ensuring each department manager and key department staff understand the push that is needed to achieve the monthly targets."

Communication and training are also essential elements of Blackstone's approach to aftersales service. "A key part of our aftersales business model is the use of a digital vehicle health check system and a video vehicle health check system (VHC)," says Noel. "All of our Technicians are trained in the use of digital and video VHC and each service customer receives a detailed video of their vehicle on a ramp within our workshop with the Technician carrying out the essential checks that take place during the routine service. This brings the customer into the service workshop environment and

allows the customer to experience elements of the service work taking place."

"In addition, we find the digital and video VHC presentation is a powerful upsell tool when the customer vehicle requires additional work during the routine service. We measure the success sell rate of additional work recommended. We offer same day bookings for emergency work, such as breakdowns or safety related issues. And we aim to complete routine service work bookings within a one-week window. Every customer car that enters our workshop receives a wash and Hoover free of charge."

Noel and the Blackstone team are always keen to maintain, and even improve upon, their high standards. "There is a constant drive to improve our standards by the department managers and business owners on a daily basis," says Noel. "And having a dedicated team in the service and parts departments means we are consistent in our performance."

The year to date

Despite the now-familiar challenges facing all dealerships, Blackstone has had a strong 2023 so far. "2023 has brought new challenges with the cost-of-living crisis, increased new car prices, and increased interest rates," says Noel. "However, the business is performing well. We experienced a strong increase in new vehicle sales since the start of 2023 due to



The Blackstone team (l-r): Gerry Brooks, Group Parts Manager; Nicole McCabe, Service Adviser; Daniel Rothwell, Parts Adviser; Shane Finnegan, Group Service Manager; Ellie Mallon, Service Adviser; and Chris Talbot (Service Adviser).

improving supply. Used Vehicle performance and Aftersales is in line with 2022."

"The increase in operational costs has pulled our aftersales absorption back to 82% YTD however the business is ahead of budget for profitability YTD."

How aftersales affects sales

No business is immune to unpredictable market forces and world events. That said, Blackstone have weathered the storm, thanks to running a tight ship and its aftersales principles.

"We have experienced volatility in the new vehicle and used vehicle markets over the past three years," says Noel.

"However, aftersales is a consistent performer for our business and at times we have been in a position where we achieved 100% absorption of our operational overheads. We know if we can maintain a high level of performance in aftersales on a consistent basis, we can steer our business to profitability each year.

"Our approach to vehicle sales has changed and we want to increase unit profit margin on new and used sales by linking the Blackstone customer care standard to each deal. We present deals to potential buyers with the knowledge that we are not the cheapest option to buy from but we know that if the buyer has previous aftersales experience with our company, then we can refer the customer to their good experiences and breakdown the benefits for dealing with Blackstone Motors Drogheda. We understand there is a balance between a profit and volume sales model, but we have increased our margin income per new and used unit by taking this approach."

The company operates by a number of principles, or 'drivers'

"Ultimately, these are the maintenance of standards in sales and aftersales customer care and a commitment to constant improvement in performance in sales and aftersales."

Blackstone milestones

Noel recalls: "We opened our second dealership, Blackstone Motors Cavan, in 2016. This development really tested the management team. Now Blackstone Motors Cavan represents four franchises and the business is generating an excellent level of profitability. In 2019 we opened our third dealership in Blackstone Motors Dundalk. This development was a little easier third time round with experienced staff members promoted to key positions to support the development of the business."

As you might expect, a company like Blackstone has many moving parts. "Blackstone Motors Drogheda employs 30 staff," says Noel. "The Group Service Manager and Group Parts Manager are both located in Blackstone Motors Drogheda. Aftersales employs two Parts Consultants, two front of house Service Advisers, two Master Technicians and Technicians along with three Apprentices. Each franchise brand engages in online technical product training which is available to all of the Technical Team and in addition to this we also have members of the team that attend block technical training sessions in Renault UK and Gowan House on a regular basis now that Covid has relaxed."

Blackstone are no strangers to the awards circuit, and their trophy cabinet now has numerous trophies from SIMI. "We won the SIMI Franchised Sales and Aftersales Operation of the Year in 2015 which was huge for our business," says Noel. "Winning both the SIMI Franchised Awards in that year really reinforced that we had developed our business model to a high standard"

SIMI Training Courses

AUTUMN AND WINTER 2023



Details of some upcoming SIMI Skillnet subsidised courses planned for the coming months are listed below. Further information on all new courses is available on www.simi.ie.

Workshop Supervisor/Management

Thursday August 24 and Friday August 25



The aim of this programme is to provide participants with the skills and knowledge to perform effectively and efficiently as a Workshop Supervisor/Manager in the Motor Industry. At the end of these training sessions, participants will be able to: increase aftersales commercial performance by maximising revenue and profitability per service customer through more effective use of the workshop facility and the resources within it – people and equipment; understand the aftersales customer process and the role the workshop has in delivering a premium customer experience; manage the workflow and resources to maximise utilisation and efficiency hence productivity, and more.

TRAINER: Navigate Solutions Ireland Ltd

LOCATION: Online

DAY SCHEDULE: 9.30am-12.30pm each day

DURATION: Two three-hour sessions

COST: €172.20 incl. VAT for SIMI Members; €209.10 incl. VAT for non-Members

Introduction to Vehicle Sales

Tuesday, August 29

The purpose of this course is to introduce participants (who are most likely new to a vehicle sales role) to the vehicle sales environment and best practice sales processes. This is done in the context of rebranding the 'sales' process to the 'buying' process thereby recognising the importance of the customer experience in all facets of vehicle sales. The course is equally applicable to candidates from franchise and independent dealerships.

TRAINER: Navigate Solutions Ltd

LOCATION: Killashee Hotel, Naas, Co. Kildare

DAY SCHEDULE: 9.30am-4.30pm

DURATION: 7 hours

COST: €221.40 incl. VAT for SIMI Members; €246.00 incl. VAT for non-Members

Adapting Vehicle Sales to the Online Environment

Tuesday September 5 and Wednesday September 6



Recent societal changes have accelerated the growth of the online marketplace where customers considering making a purchase can, at their leisure, readily gather product information, absorb detailed vehicle model specifications and easily conduct vehicle price comparisons. Vehicle sales personnel thus frequently encounter potential customers possessing detailed product and market pricing knowledge. This training programme is designed to aid vehicle sales executives in upskilling and take advantage of the opportunities to promote and transact vehicle sales online. This course is intended for personnel working in franchises and independent businesses: dealer principals, owner managers, sales and marketing executives/managers.

TRAINER: Yellow Box Enterprises

LOCATION: Online

DAY SCHEDULE: 9.30am-12.30pm each day

DURATION: Two three-hour sessions

COST: €110.70 incl. VAT for SIMI Members; €147.60 incl. VAT for non-Members

FOR MORE INFORMATION:

Contact Teresa O'Neill, Network Manager on email: toneill@simi.ie
or call + 353 1 6761690



Service Advisor/Receptionist Online Training Tuesday September 5, Wednesday September 6 and Thursday September 7



The objective is to provide trainees with the skills and knowledge to operate with confidence effectively and efficiently as a service advisor/receptionist and deliver successful customer experiences, increase customer retention and drive revenue growth in the retail Motor Industry.

TRAINER: Julie Rosser, ASE Global Ltd

LOCATION: Online

DAY SCHEDULE: 10am-12.30pm each day

DURATION: Three 2.5-hour sessions

COST: €270.60 incl. VAT for SIMI Members; €307.50 incl. VAT for non-Members

VSH28 - Hybrid and Electric Vehicle Systems – Level 4

**Tuesday September 19, Wednesday September 20
and Thursday September 21**

This qualification is designed for motor vehicle professionals, employed in the Motor Industry, who maintain and repair Hybrid Electric Vehicles (HEV) technologies, including HEV drive and batteries. The course will give technicians the knowledge and skills to be able to work on or near live high voltage HEV. This course contains information for carrying out diagnosis, repairs, and replacement of high voltage components whilst working safely.

TRAINER: MKW Motors

LOCATION: MKW Motors, A6 Kingswood Business Park, Baldonnell Rd, Dublin 22

DAY SCHEDULE: 9am-5.30pm each day

DURATION: Three days

COST: €720 for SIMI Members; €800 for non-Members

Service Advisor/Receptionist Online Training Tuesday September 5, Wednesday September 6 and Thursday September 7

The objective of this training course is to provide trainees with the skills and knowledge to effectively and efficiently operate with confidence as a service advisor/receptionist and deliver successful customer experiences, increase customer retention and drive revenue growth in the retail Motor Industry. Training is delivered online over three live classroom sessions with discussions, exercises and break-out rooms using Zoom.

TRAINER: Julie Rosser, ASE Global Ltd

LOCATION: Online

DAY SCHEDULE: 10am-12.30pm each day

DURATION: Three 2.5-hour sessions

COST: €270.60 incl. VAT for SIMI Members; €307.50 incl. VAT for non-Members

Effective Telephone Sales Techniques Thursday September 21



The aim of this online workshop is to help staff achieve a greater understanding of what motivates people to buy and become more effective in their ability to influence and communicate with customers using the telephone to grow sales. The participants will gain a greater awareness of customers' expectations, learning to develop the necessary skills and techniques in using the telephone to confidently increase sales whilst building valuable customer relations.

TRAINER: Karen Sommerville, Call Focus

LOCATION: Online

DAY SCHEDULE: Session 1: 9.30am-12.30pm, Session 2: 1.30pm-4.30pm

DURATION: Seven hours (including one hour for lunch)

COST: €86.10 incl. VAT for SIMI Members; €110.70 incl. VAT for non-Members

FOR MORE INFORMATION:

Contact Teresa O'Neill, Network Manager on email: toneill@simi.ie
or call + 353 1 6761690

Customer Service Excellence

Wednesday, September 27

This workshop is aimed at participants in customer-facing roles in the Motor Industry. It provides a thorough understanding of principles and practices of developing a customer friendly environment and is designed to give participants a clear understanding of the importance of customer service and the elements of effective customer service. The training is aimed at enhancing participant's self-confidence and personal abilities, making them aware of their strengths and weaknesses, providing them with sufficient skills and experience to enable them to confidently perform in the field of customer care.

TRAINER: Jill Tuite, Optimum Ltd

LOCATION: Online

DAY SCHEDULE: Session 1: 9.30am-12.30pm;

Session 2: 1.30pm-4.30pm

DURATION: Seven hours (including one hour for lunch)

COST: €123.00 incl. VAT for SIMI Members; / €147.60 incl. VAT for non-Members

Hybrid & Electric Vehicle Systems

Monday October 16, Tuesday October 17 and Wednesday October 18



This course is for technicians, employed in the Motor Industry, requiring the knowledge and skills to be able to remove and replace HV components for hybrid and electric vehicles safely. Increasing in popularity, garage technicians will become more involved in the servicing and repair of these vehicles. The technology and safety challenges presented by hybrid and electric vehicles, mean technicians will need to understand

how these systems operate before proceeding with any repairs as they are very different to traditional vehicles.

TRAINER: MKW Motors

LOCATION: MKW Motors, A6 Kingswood Business Park, Baldonnell Rd, Dublin 22

DAY SCHEDULE: 9am-5.30pm each day

DURATION: Three full days (eight hours plus lunch)

COST: €560 for SIMI Members; €600 for non-Members

Hybrid & Electric Vehicle Systems

Monday November 20, Tuesday November 21 and Wednesday November 22



This course is for technicians employed in the Motor Industry, requiring the knowledge and skills to be able to remove and replace HV components for hybrid and electric vehicles safely. Increasing in popularity, garage technicians will become more involved in the servicing and repair of these vehicles. The technology and safety challenges presented by hybrid and electric vehicles, mean technicians will need to understand how these systems operate before proceeding with any repairs as they are very different to traditional vehicles.

TRAINER: MKW Motors

LOCATION: MKW Motors, A6 Kingswood Business Park, Baldonnell Rd, Dublin 22

DAY SCHEDULE: 9am to 5.30pm each day

DURATION: Three full days (eight hours plus lunch)

COST: €560 for SIMI Members; €600 non-Members

SIMI Skillnet is co-funded by Skillnet Ireland and network companies. Skillnet Ireland is funded from the National Training Fund through the Department of Further and Higher Education, Research, Innovation and Science.

Skillnet
IRELAND



An Roinn Breisoidéachais agus Ardoideachais,
Taighde, Nuálaíochta agus Eolaíochta
Department of Further and Higher Education,
Research, Innovation and Science



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the European Union**



FOR MORE INFORMATION:

Contact Teresa O'Neill, Network Manager on email: toneill@simi.ie
or call + 353 1 6761690

New vehicles

The latest models on the way to forecourts around the country.



RENAULT AUSTRAL E-TECH

All new Austral E-Tech full hybrid is available to order now.

Engine/Batteries: 400V 1.7kWh lithium-ion battery

Pricing: starting from €45,295



BMW 5 SERIES

All-electric drive arrives in the BMW 5 Series Saloon

Battery: 81.2 kw/h (may vary according to model type)

Pricing: Starting from €69,850



MERCEDES BENZ EQS SUV

The electric SUV is available now

Battery: Starting at 23-18.6kWh

Pricing: Starting from €139,880



HONDA CR-V

Available towards the end of 2023

Engine: 2.0-litre four-cylinder petrol engine

Pricing: To be announced



OPEL CORSA

New model arriving towards the end of the year

Engine: To be announced

Pricing: To be announced

Selling your business



Michael Neary, Corporate Finance Partner with Grant Thornton,
on selling your business within the motor retail industry



Prices of second-hand cars are almost 80% higher than pre-pandemic and imported used cars have seen a 4.83% (4,409) sales increase in July 2023, when compared to July 2022 (4,206). The new car market year to date now stands 20% ahead of 2022 and less than 1% behind pre-Covid 2019. Members of the motor retail industry have also seen a shift towards electric vehicles, with 18,458 battery electric cars registered so far this year, an increase of nearly two-thirds on 2022. These favourable market conditions present numerous opportunities for owner-managers in dealerships, garages, body shops, and related businesses to reap the rewards of their hard work.

Reaping these benefits by selling your business is no easy task, and it requires the correct knowledge and expertise. When entering into the sales process, there are four key stages to keep in mind;

- Preparing for sale;
- Identifying the best purchaser;
- Negotiating; and

- Closing the deal.

If you are considering selling your business but don't know how much it is worth, the simple answer is that the business is worth what someone is willing to pay for it.

Preparing for the sale

1. Forward planning

A business owner must be prepared before entering the sales process. Entrepreneurs should begin to consider the most attractive aspects of their business to a buyer two years before they initiate the sales process. Significant efforts should then be made to enhance those aspects to the best of their ability. Business owners should also pay particular attention to current and future regulatory requirements. A large exposure to high carbon emitting cars may be perceived as a business risk to potential acquirers, while a large amount of electric vehicle sales may be perceived as particularly advantageous.

2. Maximise profitability

The same dealership owner should strive to maximise

profitability in the years before the sale. While these types of decisions may be challenging it is vital to remember that a potential buyer will not necessarily pay for what you believe you deserve. Instead, they will value a business that has already demonstrated strong financial performance and growth potential.

3. Golden handcuffs

When preparing for the sale, you should aim to tie essential, or important, employees to your business. The possibility of key management members jumping ship on the completion of a sale will make perspective purchasers nervous.

4. Deal with the problems

Efforts should also be made to remove, or reduce, potential problems within the business. Buyers will feel particularly uncomfortable with outstanding legal issues or uncertain ownership of assets. They will always consider the worst-case scenario and may discount the value of your business accordingly.

Identifying the best purchaser

5. Research your buyers

As an involved owner of your business, you are very likely in the fortunate position of being able to identify a buyer for your business immediately. However, it would be in your best interest to commission skilled researchers to identify additional potential buyers. You may find different buyers will value your business more and pay a higher price.

6. Maintain confidentiality

While searching for the best purchaser, it is crucial to maintain confidentiality. Employees, nervous about their income may search for employment at competing dealerships or garages. Additionally, suppliers may be reluctant to offer favourable credit terms given the uncertainty of the deal. Selling the company should be on a need-to-know basis, and you should use advisors to maintain this confidentiality.

Negotiating

7. Never name your price!

There are several crucial strategies to employ when entering any negotiation. First and foremost, you should never name your price. You should set yourself a top target and the lowest walk-away price. A wise negotiator will decide before the meeting how far they are prepared to go and where they will draw the line and stop negotiations. It is also wise to have at least two people involved in the negotiation. While one must be the key negotiator with ultimate responsibility, the second can act as a sounding board and help in maintaining deal momentum. A competent negotiator will involve relevant advisors such as financial and tax experts and lawyers. They should be brought in from the start and continually consulted.

8. Understand potential buyers

When negotiating, it is also critical to understand the potential buyer. Every business will have a different value to different people, whether they are dealerships, body shops



or local garages. Understanding the value of your business to a specific buyer requires you to understand their strategic objectives. The more that can be learned about the buyer's real objectives and their worries the easier it will be to achieve a successful outcome to the negotiations.

Closing the deal

9. The business comes first

As the deal approaches its final stages it is important to maintain the value of your business. Too often a vendor's attention to their business wanes as they become embroiled in the sale, giving buyers the opportunity for a reduction in price at a later stage. Keep your focus!

10. Get sound advice

Most owner-managers will only sell their business once in their lifetime. Your business may represent a lifetime of effort and achievement, and it is likely that you have sold and/or repaired cars in your locality for most of your lifetime. Therefore, it is important to employ high-quality, experienced professional advisors from financial, tax and law backgrounds, who guide you through the process.

Whether a business has been inherited or grown from a start-up, let us not forget that deciding to sell is a very emotional decision for both the principal shareholders and their families. It is natural for business owners to become emotionally attached to their business after years of hard work and personal achievement. It is not an easy decision to make to sell. In our experience, dealing with and understanding these emotions are crucial to the success of the deal.

TOP 10 SELLING CARS 2023

Hyundai Tucson **4,812** 4.6%Kia Sportage **3,107** 3.0%Toyota Corolla **2,922** 2.8%Toyota Yaris Cross **2,847** 2.7%Volkswagen ID.4 **2,586** 2.5%Toyota Yaris **2,557** 2.4%Toyota C-HR **2,426** 2.3%Nissan Qashqai **2,393** 2.3%Škoda Octavia **2,080** 2.0%Toyota RAV **1,850** 1.8%

NEW PASSENGER CAR REGISTRATIONS

Marque	01/07/23 - 31/07/23	01/01/23- 31/07/23	Market share 2023 %
Alfa Romeo	2	50	0.05%
Audi	1121	4446	4.25%
BMW	697	3779	3.61%
BYD	207	318	0.30%
Citroën	232	1070	1.02%
Cupra	507	1373	1.31%
Dacia	895	4370	4.18%
DS	50	198	0.19%
Fiat	202	486	0.46%
Ford	1051	5213	4.98%
Honda	33	193	0.18%
Hyundai	3451	10557	10.09%
Jaguar	8	67	0.06%
Jeep	10	60	0.06%
Kia	1738	7447	7.12%
Land Rover	177	565	0.54%
Lexus	147	499	0.48%
Mazda	293	1105	1.06%
Mercedes-Benz	471	2492	2.38%
MG	727	1245	1.19%
Mini	97	558	0.53%
Mitsubishi	0	0	0.00%
Nissan	1347	4071	3.89%
Opel	449	2535	2.42%
Ora	4	30	0.03%
Peugeot	1111	3954	3.78%
Polestar	28	236	0.23%
Porsche	83	398	0.38%
Private Import	12	51	0.05%
Renault	1400	3704	3.54%
Seat	586	2429	2.32%
Škoda	1956	8532	8.15%
Ssangyong	2	56	0.05%
Subaru	2	34	0.03%
Suzuki	349	1647	1.57%
Tesla	41	2210	2.11%
Toyota	4045	14999	14.33%
Volkswagen	3164	11739	11.22%
Volvo	452	1918	1.83%
DAF	1	7	0.01%
Total July 2023	27148	104641	
Total July 2022	21904	87115	
Change 2023 - 2022	5244	17526	
% Change 2023 - 2022	23.94%	20.12%	

TOP SELLING CARS JULY 2023

Position	Model	Units sold	Market share %
1	Hyundai Tucson	1,591	5.9
2	Toyota Corolla Cross	910	3.4
3	Nissan Qashqai	798	2.9
4	Hyundai Kona	777	2.9
5	Toyota Yaris Cross	716	2.6

Position	Model	Units sold	Market share %
6	Kia Sportage	701	2.6
7	Toyota Yaris	643	2.4
8	Volkswagen Golf	609	2.2
9	MG4	569	2.1
10	Toyota Corolla	563	2.1

NEW LIGHT COMMERCIAL REGISTRATIONS

Marque	01/07- 31/07	01/01 - 31/07	% Share
Alfa Romeo	47	177	0.77%
Audi	1	2	0.01%
Citroën	515	1517	6.60%
Dacia	18	99	0.43%
Fiat	302	1089	4.74%
Ford	760	5235	22.76%
Fuso	16	101	0.44%
Hyundai	0	50	0.22%
Isuzu	21	110	0.48%
Iveco	11	180	0.78%
Kia	0	7	0.03%
Land Rover	77	313	1.36%
MAN	16	85	0.37%
Maxus	63	140	0.61%
Mercedes-Benz	205	918	3.99%
Mitsubishi	0	0	0.00%
Nissan	56	427	1.86%
Opel	692	1778	7.73%
Peugeot	539	1522	6.62%
Renault	670	3517	15.29%
Ssangyong	12	94	0.41%
Subaru	0	0	0.00%
Toyota	710	2754	11.98%
Volkswagen	931	2841	12.35%
Private Import	2	41	0.18%
Total July 2023	5664	22997	
Total July 2022	3974	16999	
Change 2023 - 2022	1690	5998	
% Change 2023 - 2022	42.53%	35.28%	

BUSES/COACHES REGISTRATIONS

Marque	01/07- 31/07	01/01 - 31/07	% Share
DAF	0	24	8.99%
Higer	3	13	4.87%
Isuzu	0	6	2.25%
Iveco	5	17	6.37%
MAN	0	0	0.00%
Mercedes-Benz	0	1	0.37%
Scania	0	6	2.25%
Sunsundegui	0	1	0.37%
Tekaydinlar	2	5	1.87%
VDL DAF	21	37	13.86%
Volvo	2	60	22.47%
Wrightbus	0	7	2.62%
Yutong	0	5	1.87%
Private Import	13	85	31.84%
Total July 2023	46	267	
Total July 2022	22	224	
Change 2023 - 2022	24	43	
% Change 2023 - 2022	109.09%	19.20%	

NEW HEAVY COMMERCIAL REGISTRATIONS

Marque	01/07- 31/07	01/01 - 31/07	% Share
DAF	42	295	15.31%
Dennis Eagle	7	11	0.57%
Fuso	1	18	0.93%
Isuzu	7	64	3.32%
Iveco	8	50	2.59%
MAN	24	110	5.71%
Mercedes-Benz	36	180	9.34%
Renault	51	255	13.23%
Scania	116	528	27.40%
Volvo	79	390	20.24%
Private Import	3	26	1.35%
Total July 2023	374	1927	
Total July 2022	293	1445	
Change 2023 - 2022	81	482	
% Change 2023 - 2022	27.65%	33.36%	

The latest statistics are available online at:
<https://stats.beepbeep.ie>

Accelerating the transition to zero emissions



Chris Collins, Country President Ireland, Schneider Electric UK and Ireland, shares some insights on strategic EV infrastructure priorities.



The SEAI recently reported increased demand for road diesel and motor petrol, as transportation in Ireland returned to pre-pandemic levels. This is a reminder that if we're going to reduce emissions and meet net zero targets then we need to migrate transport quickly away from fossil fuel to greener energy sources. Electric vehicles (EVs) will play a significant role in this transition, but work needs to be done to ensure the infrastructure is in place to power EV charging points and installations. This move will incentivise car drivers and fleet owners to switch to electric.

We need to install EV chargers in vast quantities nationwide. In some instances, these will be low power chargers in domestic properties but, predominantly, EV charging device locations will be scattered across hubs in public places. This includes residential buildings, office campuses, and mid-journey locations like motorway services, ferry terminals and hotels. A typical building requires up to 40% more energy to support an EV charging installation, and larger scale hubs have more complex capacity requirements. Many of them were built over 30-40 years ago and were not wired up with the Tesla Model 3 or Hyundai Ioniq 5 in mind.

What will bring real transformation?

However, the solution doesn't lie in simply adding capacity. If we're going to see real transformation, we need a charging infrastructure based on clean, renewable energy sources like solar, wind and green hydrogen – with the flexibility to scale. A clear energy strategy is needed, supported by guidance on planning and operating the infrastructure to ensure optimum use of existing capacity and so that newer elements can be introduced gradually to relieve pressure on the grid.

To date, most of the provision of this infrastructure has been market-led, with charging operators and other businesses, such as hotels, choosing where to install devices. The

Government, EV charging operators, building owners and other stakeholders need to work together to help deliver the rollout of sustainable charging infrastructure and ensure there is an even distribution of sites across Ireland. EVs are only as green as the energy that fuels them, which is why clean energy is so vital. Here in Ireland, we work with end users, including independent connection providers and building operators, to assess the power distribution needs of buildings and the other sites already mentioned. We provide electrical equipment supported by digital monitoring and analytical tools that measure power consumption.

These systems can be extended to support renewable energy supplies and microgrids to help manage distribution and support peak and off-peak usage – all managed by software and automation to regulate energy, storage and capacity.

Hong Kong's e-mobility approach

This type of e-mobility solution can be configured to support Government policy. For example, in Hong Kong, we're involved in the ongoing rollout of EV charging installations covering 53 locations, which will extend to 15,000 EV chargers across the territory by 2025. But the solution can also be more localised, designed to support a fleet of EVs or provide residential buildings with charging capabilities. Overall, the objective should be to install devices that can draw on power from various sources. This will help stabilise the grid and create a self-sufficient system where device locations will produce an energy surplus that can be stored and sold. In the longer term, it will allow us to create an environment where drivers no longer stop to charge, but charge when they stop.

AFTERMARKET



TYRES: WASTE
MANAGEMENT

What happens when tyres retire?



Cicol ELT has a long-term approach to tyres and sustainability

Circol ELT's approach to sustainability starts before a tyre becomes a waste. The benefits of tyre maintenance are highlighted in their campaigns to promote proper tyre care. A recent radio campaign, which aired over two weeks in June, reminded motorists to get tyres checked to increase their performance and life span while reducing fuel use and CO₂ emissions.

Circol ELT produced an animation to tell the story of tyres (see QR Code below). The video explains how tyres are managed, from when they are first placed onto the Irish market until they are taken out of the waste stream and

environmentally managed at end of life.

The animation will help you inform your customers how your business is taking care of their waste tyres. Along with the full animation, shorter sections are available for Circol ELT Members to use on their own digital marketing channels.

Circol ELT presented their Annual Report at their AGM on 25th June. The full 2022 report can be found on their website.

For further information please contact Circol ELT at info@circoelt.ie.



Circol ELT Members, Driving a Sustainable Tomorrow

In the last year, Circol ELT Members have helped recycle or recover over 4 million tyres, delivering sustainable outcomes for End of Life Tyres.

Play your part and join today!

Call **(01) 4618 600** or visit **circoelt.ie** and find out how you can benefit from being part of Ireland's Tyre Compliance Scheme.

Supporting recycling and recovery of waste tyres.

TYRE IMPORTERS AND RETAILERS -

HOW TO COMPLY WITH THE TYRES REGULATIONS

In Ireland, we are using a Producer Responsibility Initiative (PRI) scheme for the management of tyres and waste tyres. The scheme is designed to maximise the collection and recycling of waste tyres. It is underpinned by a set of regulations - the Waste Management (Tyres and Waste Tyres) Regulations 2017 (SI No. 400 of 2017).

In general, anyone who supplies tyres to the Irish market either by importation or distribution has legal obligations under the regulations. The regulations use the terms 'producer' and 'retailer'. A 'producer' is essentially any person who places tyres on the market in Ireland on a professional basis for the first time (this includes online sales). Overall, a producer is anyone who:

- Imports tyres (new or old).
- Imports vehicles with tyres (whether new or second hand).
- Manufactures tyres in the state.

The scheme is operated by a single compliance scheme - **Circol ELT**, while the **Producer Register Limited (PRL)** acts as the national producer registration body. If you are a tyre producer, then you must do the following:

- Register with PRL. When you register with PRL you will be issued with a 'Producer Registration Number'. You will need to register for each year that you are placing tyres on the market in Ireland. See www.producerregister.ie/ for more information.
- Report amounts and types of tyres that you place on the Irish Market using the secure Blackbox system (available at www.prlblackbox.ie)
- Join the compliance scheme Circol ELT (see <https://circoelt.ie/>). You cannot self-comply.
- Display your 'Producer Registration Number' on all relevant sales documentation.
- **Not** place tyres on the market unless you are registered with PRL.

The EPA is responsible for enforcing the legal obligations that apply to producers under the Tyres Regulations. The EPA is checking compliance and is pursuing those who are not meeting their obligations. Enforcement notices are being issued to non-compliant producers. Inspections are also being carried out.

A 'retailer' of tyres is any person who sells or supplies tyres on a professional basis within the Irish market. These retailers may have been imported by someone else. If you are a tyre retailer, then you must do the following:

- Only sell or distribute tyres that have been supplied by a fully registered producer. If you do not use a registered producer, then you might be regarded as the producer in that case and you might have to take on the producer obligations yourself.
- Join the compliance scheme (Circol ELT) and display the certificate of membership at your premises.
- Display the statutory notice at your premises. This notice basically informs the public that you will take back waste tyres from customers and that the waste tyres will be managed safely.
- Ensure that your waste tyres are collected only by waste collectors that are registered with the compliance scheme - Circol ELT.

It should be noted that you can be a 'producer' and a 'retailer' at the same time depending on the nature of your business.

Producers and retailers must apply the statutory Environmental Management Cost (EMC) to the cost of new tyres as they are sold to customers. The EMC covers the cost of environmentally safe management of the waste tyres and must be itemised on all sales documentation. The EMC is ultimately paid by the user of the new tyres. There is an alternative way for tyre producers to pay the environmental management cost (EMC) for tyres when they are importing vehicles into the state. This new system requires vehicle importers to report the number of tyres and to pay the EMC for those tyres when they are paying the vehicle registration tax (VRT) for an imported vehicle at a national car testing (NCT) centre.

Once paid at the NCT centre, importers will not have to report the tyres to PRL (the tyres will be reported by the NCT centre) or to pay the EMC at a later stage. It is a very easy and convenient way to report and pay the EMC for the tyres on the imported vehicle. This new system has proven very successful since its introduction in September 2022.

The regulations also impose obligations on waste tyre collectors who must have a valid waste collection permit and must also be registered with the compliance scheme.

This is only a brief description of the tyres PRI scheme. The full details of the scheme and the full range of obligations are set out in the Tyres Regulations, however there is a lot of useful information and guidance on the EPA website (www.epa.ie/our-services/compliance--enforcement/waste/tyres/) and on the Circol ELT website (<https://circoelt.ie/>).

Successful IMCTGA outing at Hermitage Golf Club

The Hermitage Golf Club in Lucan was the venue for the Irish Motor & Cycle Trades Golfing Association (IMCTGA) outing on Monday, June 26th. The event was, once again, very generously sponsored by Willis Towers Watson, and Aviva. Goodyear Dunlop continued their ongoing first-prize sponsorship of the Dunlop Cup, now in its 107th year of competition.

There was a great turnout on the day, with over 100 members participating in the Dunlop Cup, Percy Cup, Louis Lemass Trophy and the Matt Fagan Memorial Trophy for the various prizes.

The Dunlop Cup was won by Brendan Keary with a score of 41 points playing off a handicap of 9, which was a great score on the day. A very popular winner in the back nine Percy Cup competition was Siobhan Caffrey with 19 points playing off a handicap of 33. Indeed, it was a great day

all round in the Hermitage Golf Club for the Caffrey family as Gerry Caffrey took home the Matt Fagan Memorial Trophy with a score of 21 points playing off 28.

The Louis Lemass Memorial Trophy winner, with a score of 40 points, was Joe Galligan. IMCTGA President, Paul Carroll thanked all members for turning out in such great numbers. The visit to Hermitage Golf Club, once again, proved to be a very enjoyable and successful event for all in attendance.



Left to right: IMCTGA president, pictured on the first tee with representatives of the event sponsors. Left to right: Brian Mahon, Aviva; Paul Carroll, IMCTGA president; Peter Hayden, Willis Towers Watson; Daniel Parker, Willis Towers Watson; and Rob Smyth, Aviva.



Left to right: Joe Donnelly; Terry Lilly; Paul Daly; and Brendan McDonnell enjoying the golf in brilliant sunshine.



Left to right: Tom Foster; Noel Breen; and Sean Lillis enjoying their golfing day out.



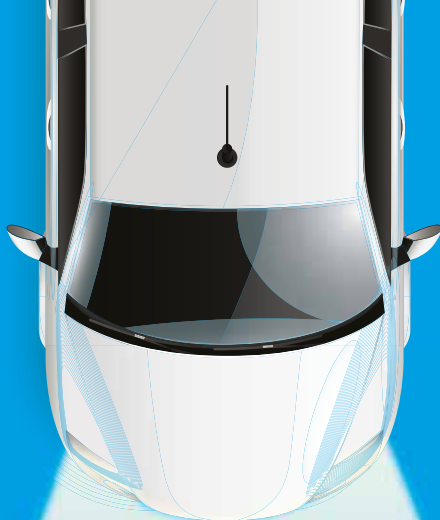
Left to right: Keith Flynn; Neil Murphy; Derek Dunne; and John Smithers, enjoying the course at the Hermitage Golf Club.



Left to right: Paul Carroll, IMCTGA president presenting the Dunlop Cup to Brendan Keary, overall competition winner on the day.



Great success in the Hermitage for Siobhan and Gerry Caffrey. Siobhan won the Percy Cup, while Gerry took home the Matt Fagan Memorial Cup.



Never ignore the warning signs

Service your car at the recommended intervals

simi.ie



For car service intervals please refer to your car manual or contact the manufactures for vehicle specific timelines.

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